Picture this in Color!

● Pictures like this in color are *easy* with the new ARGUS Colorcamera. At Christmas-time and throughout the year, the ARGUS Colorcamera will give you brilliant, correctly exposed Kodachrome transparencies. It's designed especially for color, with a built-in PHOTOELECTRIC exposure meter, a faster f:4 lens, color-corrected far beyond the required minimum — yet it costs only $25. It's the ideal Christmas gift — one you'll be proud to give — or receive.

The Colorcamera is representative of the fine values throughout the entire ARGUS line — a range of models from $7.50 to $35, with features that fit every picture-taking requirement. Put ARGUS on your Christmas list — you'll find it makes your gift selection a pleasure.

Choose from 8 Great Models . . . at Your Dealer.

MODEL M — Fine f:6.3 color-corrected triplet lens with simplified shutter adjustment, universal focus. Takes 8 or 16 exposures on 828 film **$7.50**

MODEL A — Precision-built 35 mm. camera with f:4.5 color-corrected lens. 1/25 to 1/200 speeds. **$10.** **MODEL A2** — Same as Model A with built-in exposure meter . . . **$12.50**

MODEL C2 — Coupled range finder and sharp f:3.5 Cintar lens. 1/5 to 1/300 sec. and Bulb. Uses 35 mm. film. **$25.** **MODEL C3** — Same as C2 but with built-in synchronized flash . . **$30**

MODEL A3 — Fast f:4 lens, fully color-corrected. Built-in extinction-type meter. Speeds from 1/25 to 1/150, T and B. 35 mm. film. **$15**

COLORCAMERA — Built-in photo-electric exposure meter and fully color-corrected f:4 lens. Focuses from 15 inches. Speeds 1/25 to 1/150, T and B. Uses 35 mm. film **$25**

ARGOFLEX — Twin lens reflex with 2 fully corrected anastigmatic lenses. Speeds 1/10 to 1/200, T and B. Takes 12 exposures (2¼ x 2¼) on 120, 620, B2 or PB 20 film **$35**

Get it RIGHT with an Argus!

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